

## housingidaho.com

HousingIdaho.com is an affordable housing resource serving the state of Idaho. Headquartered in Boise, Idaho, with four additional offices throughout the state, the organization provides a centralized platform for tenants and landlords to connect, ensuring access to safe and affordable housing.

### The Challenge

Before implementing Emphasys Housing Locator (EHLS), HousingIdaho.com relied on an outdated system for listing rental properties. The process involved manually copying, pasting, and sharing property lists, which was inefficient and time-consuming. The organization sought a more effective solution to create a clear and accessible directory of housing resources.

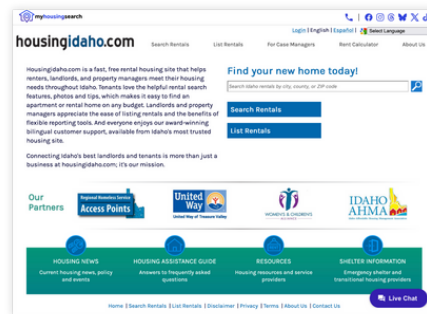
Additionally, HousingIdaho.com needed a platform that could streamline property listings while also providing case management features to enhance outreach and tenant support. Erik, a senior employee, explored multiple options, including a competitor's product, but faced significant delays in response time and an offer that was both costly and insufficient. The competitor's solution lacked essential website management services, making EHLS the clear choice.

### The Solution

HousingIdaho.com partnered with Emphasys Housing Locator to implement a customized housing platform tailored to Idaho's needs. EHLS provided a fully managed website that streamlined property listings, making it easier for landlords and tenants to connect. The integrated case management system further enhanced the platform's appeal, allowing case managers to track and support clients effectively.

Implementation challenges were minimal, primarily involving coordination efforts such as gathering resources and scheduling meetings. EHLS played a crucial role in facilitating the transition, ensuring a smooth and efficient rollout. Upon launch, EHLS assisted with outreach to property providers, successfully increasing inventory.

The Housing Locator is a public-facing search and listing providing continually refreshed data about your Tax Credit, Section 8/Housing Choice, HUD 811, accessible, subsidized and market-rate housing.



### The Results

The impact of EHLS was immediate and substantial:

- HousingIdaho.com saw a rapid increase in listings, reaching 12,000 units within a few months and 20,000 by the end of the first year—a significant growth from its previous system.
- The new platform significantly reduced call volume, with an estimated 95% of inquiries shifting from phone calls to online searches, allowing Erik and his team to focus on broader strategic initiatives.
- The bilingual call center became a key factor in ensuring fair housing compliance, aligning with HUD's Affirmatively Furthering Fair Housing (AFFH) requirements.
- The backend data reporting feature provided valuable insights into rental vacancy rates by county, enabling informed decision-making.
- Additional features, such as the rent calculator and accessible housing search, were used in statewide training sessions to educate stakeholders on housing affordability challenges.

**Get to  
know us  
better!**



To learn more, contact [housinglocator@emphasys-software.com](mailto:housinglocator@emphasys-software.com)

[emphasysHLS.com](https://emphasysHLS.com)

